

Designing the future today: a vision

We are living a change of era, rather than an era of change.

The opportunity for value creation is unprecedented, development is exponential, adoption of technology is faster than ever and digital platforms have instant, massive impact. **Companies are already prepared for the digital revolution.**

The combination of enhanced and accessible **processing capabilities, softwarisation, artificial intelligence and huge amounts of data** generated by billions of connected devices is a major disruptive force. **Exponential intelligence and the ability to leverage growing data will be** the key to solving many of the world's most pressing issues, from climate change to migration and epidemics.

Connectivity is at the heart of this disruption. Everyone and everything will be connected to the things that matter most to them. There will be 8 things connected to the Internet per person across the Globe in 2025. By the same year, mobile data traffic will accelerate from 14 to **1 zettabyte /month**. Super-fast connectivity will increase speed by 10x-100x and reduce latency by 5x.

Decentralisation of processes using **Blockchain** and distributed ledgers, will change the business paradigm, simplifying and enabling the development of trusted peer-to-peer transactions and enabling new business models. **Funding through ICOs could reach up to 50 billion surpassing VC funding.**

This rapid evolution raises new risks and ethical dilemmas. Society needs to redefine and reassert common values for the future. **Digital trust, privacy and online security** for everyone are critical rights and factors in this new environment. Globally, the cost of data breaches may reach up to **\$7 trillion by 2025.**

Digitalisation must be inclusive so that everyone in all walks of life has the opportunity to participate in the connected world. Technology is for good, Artificial Intelligence will become a source of job creation, having a positive net impact of 3m new jobs created by 2025.

Telefónica understands that digital life has become life itself and technology is now a fundamental part of people and companies' lives and operations. Telefonica's vision is that technology should always be perceived as a **trusted enabler**. For society, this means that we need to develop our products and services based on demonstrated customer needs and preferences, while incorporating principles of fairness, accountability and transparency. Only if customers perceive that we have theirs and society's interests in mind, will they trust us with their data and their digital experiences.

For companies, we must ensure that our services help them (1) innovate to stay relevant, (2) grow, (3) optimize, (4) generate that same relationship of trust with their customers that we are seeking for ours. We have executed a customer-centric transformation ourselves leveraging technology to become a platform company. We are now helping other enterprises and their customers to go further than they thought possible. Our business has strong foundations and allows us to support all types of enterprises through our global reach (with presence in 45+ countries and service reach across 170+).

We are **#1 in fiber in Europe & Latin America**; we are **leaders in network virtualization worldwide, IoT and security** and we are **forefront runners in cognitive intelligence.**

At Telefónica, we design the future, today. And we do this together with you.

The future of business is dynamic with virtual networks that are flexible, programmable, hybrid-cloud and software-based. **The future of operations** is fully automated and digital processes. **The future of products & services** is open APIs in each of our four platforms to fully integrate our own services with third parties and allow others to build on top of our connectivity. **The future of customer relation models** gives total control to the customer and relies on a personalised virtual assistant based on cognitive intelligence

Choose the future, today. Choose it all.